

## OCCUPANT PROTECTION FY2018

Occupant protection in a vehicle includes the proper use of seat belts, car seats, and air bags. These are all factors that keep a vehicle occupant safe in the event of a crash, thus preventing fatalities and injuries and reducing injury severity. Every occupant should utilize the proper restraints and safety devices.

### Goals:

Increase child restraint use from 95.7 percent in 2015 to 96.5 percent by December 31, 2018.\*

Increase booster seat use from 49.7 percent in 2015 to 50.5 percent by December 31, 2018.

Decrease fatalities and incapacitating injuries for children ages 0-to-8 by 30 percent from 86 in 2015 to 60 by December 31, 2018.

Prevent fatalities from increasing from 963 in 2015 to 1,003.2 by December 31, 2018.

Prevent serious injuries from increasing from 4,865 in 2015 to 5,136.4 by December 31, 2018.

Prevent the vehicle mileage fatality rate from increasing from 0.98 in 2015 to 1.02 by December 31, 2018.

Increase statewide observed seat belt use of front seat outboard occupants in passenger vehicles from 92.8 percent in 2015 to 98 percent by December 31, 2018.

<b>Task 1: Child Passenger Safety</b>	<b>\$685,000</b>
Section 405(b) FAST Act funds	<b>\$385,000</b>
Section 402 FAST Act funds	<b>\$300,000</b>

### Community Car Seat Distribution

<b>Project Number</b>	CP-18-01	
<b>Benefit to Locals</b>	Yes	
<b>Grantee</b>	OHSP-Special Projects	
<b>Grant Amount, Funding Source</b>	\$300,000	402 FAST Act
<b>Match</b>	No	
<b>Indirect cost rate</b>	n/a	
<b>Grant Start-up</b>	October 1	
<b>SHSP Strategy</b>	Implement Michigan's Child Passenger Safety Strategic Plan. Support public information and education campaigns.	
<b>Project Objective</b>	Provide car seats to technicians for distribution to up to 5,000 low-income families by September 30, 2018.	

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Nearly one million Michigan children are in low-income families. State assistance does not include programs to provide affordable car seats for those children. The OHSP car seat program is the largest source of car seats for low-income children.

Funding will support car seats to be provided to families in need during clinics and fitting stations.

**Evidence of Effectiveness:** 2014 Michigan Occupant Protection Program Assessment guideline, p. 20.

### CPS Training

<b>Project Number</b>	CP-18-01	
<b>Benefit to Locals</b>	Yes	
<b>Grantee</b>	OHSP-Special Projects	
<b>Grant Amount, Funding Source</b>	\$100,000	405(b) FAST Act Training
<b>Match</b>	No	
<b>Indirect cost rate</b>	n/a	
<b>MOE</b>	\$0	
<b>Grant Start-up</b>	October 1	
<b>SHSP Strategy</b>	Implement Michigan's Child Passenger Safety Strategic Plan. Support public information and education campaigns.	
<b>Project Objectives</b>	<p>Fund up to four CPS technician courses by September 30, 2018.</p> <p>Fund up to five continuing education courses for CPS technicians by September 30, 2018.</p> <p>Achieve technician retention above the national average by September 30, 2018.</p> <p>Provide additional CPS education and outreach by September 30, 2018.</p> <p>Maintain at least one trained CPS technician available for services in all 83 counties by September 30, 2018.</p>	

The OHSP will fund courses to train, recertify, and provide other training for technicians. The training plan will provide certification and CEU courses in regional locations, based on the outcomes of the CPS technician and resource coverage study. An additional CEU course will be held in conjunction with the annual Traffic Safety Summit, as well as renewal courses, minority-focused outreach, and training for EMS providers to learn the basics of safe transport in ambulances.

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Funding will support training, education, outreach materials, instructor stipends, travel costs, and equipment.

**Evidence of Effectiveness:** 2014 Michigan Occupant Protection Program Assessment guideline, p. 20.

### Michigan Department of Health and Human Services (MDHHS) Training

<b>Project Number</b>	OP-18-04	
<b>Benefit to Locals</b>	Yes	
<b>Grantee</b>	City of St. Ignace	
<b>Grant Amount, Funding Source</b>	\$80,000	405(b) FAST Act Training + High
<b>Match</b>	No	
<b>Indirect cost rate</b>	12 percent	
<b>MOE</b>	\$0	
<b>Grant Start-up</b>	October 1	
<b>SHSP Strategy</b>	Implement Michigan's Child Passenger Safety Strategic Plan. Support public information and education campaigns.	
<b>Project Objective</b>	Utilizing a standardized car seat curriculum, train up to 500 MDHHS employees by September 30, 2018.	

The CPS program coordinator will oversee the MDHHS car seat training program with a team of 10 CPS trainers who are located regionally around the state. The program coordinator leads trainings and handles program fiscal responsibilities.

This strategy fills a void because MDHHS staff is not trained on car seat use or properly transporting children, despite their responsibility for transporting children. This training will give MDHHS workers basic car seat knowledge and hands on practice in order to transport children in their care more safely.

Funding will support this position, instructor stipends, training costs, equipment, and travel.

**Evidence of Effectiveness:** 2014 Michigan Occupant Protection Program Assessment guideline, p. 24; possible future best practice program.

### Upper Peninsula CPS Safety Program

<b>Project Number</b>	OP-18-01	
<b>Benefit to Locals</b>	Yes	
<b>Grantee</b>	City of St. Ignace	
<b>Grant Amount, Funding Source</b>	\$205,000	405(b) FAST Act Training + High
<b>Match</b>	No	
<b>Indirect cost rate</b>	12 percent	

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<b>MOE</b>	\$0
<b>Grant Start-up</b>	October 1
<b>SHSP Strategy</b>	Implement Michigan's CPS Strategic Plan. Support public information and education campaigns.
<b>Project Objectives</b>	<p>Retain all U.P. counties' participation in the Kids Always Ride Safe (KARS) program by September 30, 2018.</p> <p>Train up to 16 new CPS technicians by September 30, 2018.</p> <p>Distribute up to 1,400 car seats by September 30, 2018.</p>

Due to the rural nature of the U.P. a dedicated team of CPS technicians are grant funded to coordinate CPS technician training, parent education, and car seat distribution through the KARS program which provides low-cost car seats to U.P. children.

**Evidence of Effectiveness:** 2014 Michigan Occupant Protection Program Assessment guideline, p. 20.

<b>Task 2: Evaluation</b>	<b>\$229,000</b>
Section 405(b) FAST Act funds	<b>\$229,000</b>

### Seat Belt and Hand-Held Device Use Direct Observation Surveys

<b>Project Number</b>	OP-18-02	
<b>Benefit to Locals</b>	No	
<b>Grantee</b>	Michigan State University	
<b>Grant Amount, Funding Source</b>	\$106,000	405(b) FAST Act High
<b>Match</b>	No	
<b>Indirect cost rate</b>	26 percent	
<b>MOE</b>	\$0	
<b>Grant Start-up</b>	October 1	
<b>SHSP Strategy</b>	Evaluate the effectiveness of occupant protection programs.	
<b>Project Objectives</b>	<p>Determine the 2018 seat belt use rate by September 30, 2018.</p> <p>Determine the 2018 hand-held device use rate by September 30, 2018.</p>	

The annual post-Memorial Day survey has tracked seat belt use since 1983. The survey results assist the OHSP with developing seat belt enforcement plans and

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identifying the focus of media campaigns to support the mobilization. This year's observation study will also examine the use of hand-held devices.

Funding will support observation and analysis costs.

**Evidence of Effectiveness:** annual seat belt observation surveys are a federal requirement.

### Combined Data Research Program

<b>Project Number</b>	OP-18-03	
<b>Benefit to Locals</b>	Yes	
<b>Grantee</b>	Western Michigan University	
<b>Grant Amount, Funding Source</b>	\$20,000	405(b) FAST Act High
<b>Match</b>	No	
<b>Indirect cost rate</b>	31 percent	
<b>MOE</b>	\$0	
<b>Grant Start-up</b>	October 1	
<b>SHSP Strategy</b>	Evaluate the effectiveness of occupant protection programs.	
<b>Project Objective</b>	Complete a combined research report by September 30, 2018.	

The combined data research project is a comprehensive view of seat belt use and non-use with results that overlay findings with other data sources that help analysts more effectively target safety compliance, including enforcement information, traffic volumes and pattern data, crash information, and other available studies. This combined approach to analysis helps the OHSP staff gain insight to better direct enforcement and outreach efforts to increase seat belt use.

The research teams will review all available data for the past three years and compile a report based on findings to help direct enforcement and public information efforts most effectively.

Funding will support completion of the final reports for this project.

**Evidence of Effectiveness:** 2014 Michigan Occupant Protection Program Assessment, p. 39.

### Child Restraint Use/Misuse Survey

<b>Project Number</b>	OP-18-05	
<b>Benefit to Locals</b>	No	
<b>Grantee</b>	Michigan State University	
<b>Grant Amount, Funding Source</b>	\$103,000	405(b) FAST Act + High
<b>Match</b>	No	
<b>Indirect cost rate</b>	26 percent	

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<b>MOE</b>	\$0
<b>Grant Start-up</b>	October 1
<b>SHSP Strategy</b>	Evaluate the effectiveness of occupant protection programs.
<b>Project Objective</b>	Determine the child restraint use and misuse among children 0-8 years old by September 30, 2018.

The Michigan CPS Assessment recommends that child restraint use should be measured biennially. This survey combines observation of the use rate with inspections of proper child seat installation to determine usage rates and types of car seat misuse.

**Evidence of Effectiveness:** 2014 Michigan Occupant Protection Program Assessment recommendation p. 38.

<b>Task 3: Education and Outreach</b>	<b>\$445,000</b>
Section 405(b) FAST Act PM funds	<b>\$390,000</b>
Section 405(b) FAST Act funds	<b>\$55,000</b>

### Tween Seat Belt Advertising and Outreach

<b>Project Number</b>	CP-18-03	
<b>Benefit to Locals</b>	Yes	
<b>Grantee</b>	OHSP-PI&E	
<b>Grant Amount, Funding Source</b>	\$65,000	405(b) FAST Act PM PI&E
<b>Match</b>	No	
<b>Indirect cost rate</b>	n/a	
<b>Project Number</b>	OP-18-06	
<b>Match</b>	\$0	
<b>Indirect rate</b>	n/a	
<b>Grantee</b>	Helen DeVos Children's Hospital	
<b>Grant Amount, Funding Source</b>	\$10,000	405 (b) FAST Act
<b>Match</b>	No	
<b>Indirect cost rate</b>	n/a	
<b>MOE</b>	\$0	
<b>Grant Start-up</b>	October 1	
<b>SHSP Strategy</b>	Support public information and education campaigns.	
<b>Project Objective</b>	Develop and implement an earned media and advertising campaign by September 30, 2018.	

Statewide data show that children ages 8-15 are less likely to be properly restrained with seat belts than other vehicle occupants. To increase belt use, advertising will be used to more effectively reach parents of children in this age group and

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encourage belt use through tween, teen, and adult years. Earned media and partnerships will be sought to help spread this message and bolster the impact of this campaign.

A school-based program will also be used to directly reach children 8-14 to provide seat belt education.

**Evidence of Effectiveness:** CTW 2015, Chapter 2, Sections 6.1, 7.1; 2014 Michigan Occupant Protection Program Assessment recommendation.

### Booster Seat Advertising and Outreach

<b>Project Number</b>	CP-18-03	
<b>Benefit to Locals</b>	Yes	
<b>Grantee</b>	OHSP-PI&E	
<b>Grant Amount, Funding Source</b>	\$325,000	405(b) FAST Act PM PI&E
<b>Match</b>	No	
<b>Indirect cost rate</b>	n/a	
<b>MOE</b>	\$0	
<b>Grant Start-up</b>	October 1	
<b>SHSP Strategy</b>	Support public information and education campaigns.	
<b>Project Objective</b>	Develop advertising to reach children ages 4-10 and their parents by September 30, 2018.	

Despite Michigan having a law requiring children to use a booster seat until age 8 or 4'9" tall for nearly a decade, less than half of children ages 4-7 are using a booster seat, according to the 2015 CPS observation study.

A paid media campaign will be developed to remind parents of the law, educate them about the true risk of not using boosters, and increase booster seat use.

**Evidence of Effectiveness:** CTW 2015, Chapter 2, Section 6.2. 2014 Michigan Occupant Protection Assessment recommendation.

### Pickup truck "shadow riders" project

<b>Project Number</b>	CP-18-03	
<b>Benefit to Locals</b>	No	
<b>Grantee</b>	OHSP-PI&E	
<b>Grant Amount, Funding Source</b>	\$45,000	405(b) FAST Act PI&E
<b>Match</b>	No	
<b>Indirect cost rate</b>	n/a	
<b>MOE</b>	\$0	
<b>Grant Start-up</b>	October 1	
<b>SHSP Strategy</b>	Support public information and education	

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	campaigns.
<b>Project Objective</b>	Develop a targeted mailing, in coordination with the MDOS, to pickup truck drivers in counties with low seat belt use and high unbelted crashes and distribute by September 30, 2018.

Young men continue to be the group with the lowest seat belt use rate. Pickup truck drivers, regardless of age, are using seat belts at an average rate of 91.8 percent, according to the 2016 direct observation survey on seat belt use.

The OHSP will partner with the Michigan Department of State to distribute a seat belt message to pickup truck drivers in low belt use, high-crash counties.

**Evidence of Effectiveness:** CTW 2015, Chapter 2, Section 3.2

<b>Task 4: Program Management</b>	<b>\$140,000</b>
Section 402 FAST Act funds	\$140,000

### Program Management

<b>Project Number</b>	CP-18-02	
<b>Benefit to Locals</b>	No	
<b>Grantee</b>	OHSP-Program Management Section	
<b>Grant Amount, Funding Source</b>	\$140,000	402 FAST Act
<b>Match</b>	No	
<b>Indirect</b>	5.4 percent	
<b>Grant Start-up</b>	October 1	

Funding will support the shared costs of the Program Management team required to implement and manage the OHSP programs.

**Evidence of Effectiveness:** not applicable.